



**NATIONAL
CYBERSECURITY
ALLIANCE**

Data Privacy Week

**2022
TOOLKIT**

A guide to
Data Privacy Week
January 24 - 28, 2022



What is Data Privacy Week?	3
• Why is it Important?	
2022 Messaging and Content	4
• Advice For Individuals: Keep It Private	
• Advice For Organizations: Respect Privacy	
Materials	8
Facts and Figures	9
Get Involved	10
• At Work, At School, and In the Community	
• At Home	
• Online and on Social Media	
Additional Resources	13
About Us	14

DATA PRIVACY WEEK

WHAT IS DATA PRIVACY WEEK?

In 2022, National Cybersecurity Alliance (NCA) is excited to expand the Data Privacy Day campaign into Data Privacy Week, a full week-long initiative. Data Privacy Day began in the United States and Canada in January 2008 as an extension of Data Protection Day in Europe. Data Protection Day commemorates the Jan. 28, 1981 signing of Convention 108, the first legally binding international treaty dealing with privacy and data protection.

Data Privacy Week helps spread awareness about online privacy and educates citizens on how to manage their personal information and keep it secure. Data Privacy Week also encourages businesses to respect data and be more transparent about how they collect and use customer data.

WHY IS IT IMPORTANT?

Today we conduct much of our lives on the internet and on our connected devices, yet few people understand that enormous amounts of personal information is collected and shared. This data can be stored indefinitely, and our personal information can be used in both beneficial and unwelcome ways. Even seemingly innocuous information - such as your favorite restaurants or items you purchase online - can be used to make inferences about your socioeconomic status, preferences and more.

Many companies have the opportunity to monitor their users and customers' personal behavior and sell the data for profit. In order to make informed decisions and understand the true value of their data, consumers need to understand how it is collected, used, and shared.



DATA PRIVACY WEEK 2022

ADVICE FOR INDIVIDUALS: KEEP IT PRIVATE

Everything you do online generates data. There's data about your activities, behaviors, and interests. There's your personal data, like your social security and driver's license numbers. And there's data about the physical you, like health data.

It's easy to feel a lack of control over the information collected about you. However, there are steps you can take to learn about the types of data you're generating online, and how it's collected, shared and used. Consumers are becoming increasingly concerned with data privacy, and companies are realizing this and responding. We encourage consumers to be selective about who they choose to do business with and understand the value of their data.

Follow these steps to better manage your personal information and make informed decisions about who receives your data:

1. UNDERSTAND THE PRIVACY/CONVENIENCE TRADEOFF

Many accounts ask for access to personal information, such as your geographic location, contacts list, and photo album, before you even use their services. This personal information has tremendous value to businesses and allows some to even offer you their services at little to no cost.

Make informed decisions about whether or not to share your data with certain businesses:

- Considering the amount of personal information they are asking for, and weigh it against the benefits you may receive in return.
- Be thoughtful about who gets that information and wary of apps or services that require access to information that is not required or relevant for the services they are offering.
- Delete unused apps on your internet-connected devices and keep others secure by performing updates.

DATA PRIVACY WEEK 2022

ADVICE FOR INDIVIDUALS: KEEP IT PRIVATE

2. MANAGE YOUR PRIVACY

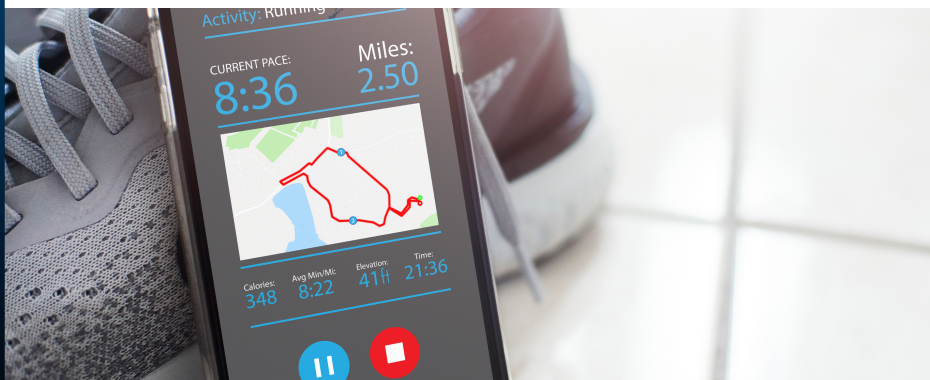
Once you have decided to use an app or set up a new account, check the privacy and security settings on web services and apps and set them to your comfort level for information sharing. Each device, application or browser you use will have different features to limit how and with whom you share information.

Get started with NCA's [Manage Your Privacy Settings](#) page to check the settings of social media accounts, retail stores, apps and more.

3. PROTECT YOUR DATA

Data privacy and data security go hand in hand. Keep your data secure by:

- Creating long, unique passwords for each account and device.
- Storing passwords in a password manager.
- Performing software and browser updates when they become available.
- Enabling multi-factor authentication (MFA) wherever possible.
 - DYK: MFA has been found to block 99.9% of automated attacks when enabled and can ensure your data is protected, even in the event of a data breach.



DATA PRIVACY WEEK 2022

ADVICE FOR ORGANIZATIONS: RESPECT PRIVACY

According to [the Pew Research Center](#), 79% of U.S. adults report being concerned about the way their data is being used by companies. Respecting consumers' privacy is a smart strategy for inspiring trust and enhancing reputation and growth in your business.

Be open and honest about how you collect, use and share consumers' personal information. Think about how the consumer may expect their data to be used and design settings to protect their information by default. Communicate clearly and concisely to the public what privacy means to your organization and the steps you take to achieve and maintain privacy.

Follow these steps to assess and improve your data collection practices and encourage a culture of privacy in your organization:

1. CONDUCT AN ASSESSMENT

Conduct an assessment of your data collection practices. Whether you operate locally, nationally, or globally, understand which privacy laws and regulations apply to your business.

- Follow reasonable security measures to keep individuals' personal information safe from inappropriate and unauthorized access
- Make sure the personal data you collect is processed in a fair manner and only collected for relevant and legitimate purposes.
- Don't forget to maintain oversight of partners and vendors as well. If someone provides services on your behalf, you are also responsible for how they collect and use your consumers' personal information.

DATA PRIVACY WEEK 2022

ADVICE FOR ORGANIZATIONS: RESPECT PRIVACY

2. ADOPT A PRIVACY FRAMEWORK

Researching and adopting a privacy framework can help you manage risk and create a culture of privacy in your organization by building privacy into your business. Get started by checking out the following frameworks:

NIST Privacy Framework

AICPA Privacy Management Framework

ISO/IEC 27701 - International Standard for Privacy Information Management

3. EDUCATE EMPLOYEES

Create a culture of privacy in your organization by educating your employees of their and your organization's obligations to protecting personal information.

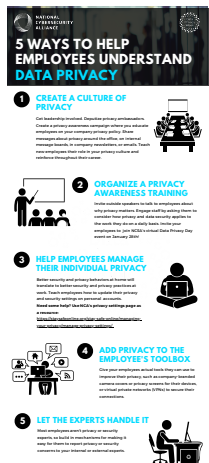
- Educate employees on your company's privacy policy
- Teach new employees about their role in your privacy culture during the onboarding process.
- Engage staff by asking them to consider how privacy and data security applies to the work they do on a daily basis. Better security and privacy behaviors at home will translate to better security and privacy practices at work.
- Teach employees how to update their privacy and security settings on work and personal accounts. [Learn more.](#)



DATA PRIVACY MATERIALS

As a 2022 Data Privacy Week Champion, you'll receive the following materials in your Toolkit. You are welcome and encouraged to use any and all of these resources in your campaign, and customize them as you see fit.

- **SOCIAL MEDIA GRAPHICS**
- **SOCIAL MEDIA POSTS**
- **A SAMPLE PRESS RELEASE**
- **AN EMAIL SIGNATURE**
- **POSTERS**
- **LOGOS AND CHAMPION BADGES**
- **A VIRTUAL CONFERENCE CALL BACKGROUND**
- **A SAMPLE EMAIL TO EMPLOYEES AND CUSTOMERS**
- **SAMPLE ARTICLES FOR CONSUMERS AND BUSINESSES**
- **INFOGRAPHIC: HELP EMPLOYEES UNDERSTAND DATA PRIVACY**
- **TIP SHEET: TIPS FOR PARENTS ON RAISING PRIVACY-SAVVY KIDS**
- **RESOURCES FROM NORTONLIFELOCK AND TERRANOVA SECURITY**



Facts and Research

As you conduct data privacy activities in your organization and educate your audiences, reference the following reports and stats to help you make the case for privacy:

REPORTS AND SURVEYS

- [Pew Research: Americans and Privacy: Concerned, Confused and Feeling Lack of Control Over Their Personal Information](#)
- [Cisco 2021 Data Privacy Benchmark Study](#)
- [Cisco 2021 Consumer Data Privacy Survey](#)
- [IDG Cybersecurity at a Crossroads: The Insight 2021 Report](#)
- [Forrester Predictions 2021: Privacy](#)
- [Javelin 2021 Identity Fraud Study: Shifting Angles](#)

FAST FACTS

- **67% of internet users** in the US are not aware of their country's privacy and data protection rules. ([LegalJobsIO](#))
- **47 U.S. states** have nonexistent or consumer data privacy laws. However, bills are pending in 16 states, six states have study committees or task forces, and just three states have modern data privacy regulations. ([Security.org](#))
- **46% of individuals** feel they are unable to effectively protect their data today. ([Cisco](#))
- **79% of Americans** online worry about companies infringing their online privacy. ([Pew](#))
- **65% of the world's population** will have their personal data covered under a regional or global privacy regulation by 2023. ([Gartner](#))
- **76% of individuals** said it's too hard for them to understand what's going on and how their information is being used. ([CISCO](#))
- **62% of Americans** believe it is impossible to go through a day without having their data collected by companies. ([Pew](#))
- **57% of businesses** conducted a data security risk assessment in 2020. ([IDG](#))
- Privacy laws are viewed very favorably around the world, with **79% of organizations** indicating they are having a positive impact. ([CISCO](#))
- **86% of individuals** say they care about data privacy. ([CISCO](#))

Get Involved

This section provides tips on how you can help spread data privacy messages to reach your intended audiences. The goal of Data Privacy Week is to educate others about the importance of privacy and protecting personal data, while providing actionable, empowering advice to help individuals manage their data and businesses respect data. Keep this goal in mind when creating developing activities and planning events.

AT WORK, AT SCHOOL AND IN THE COMMUNITY

- **Send an email** to colleagues, employees, customers and/or your school and community about the week and outline how your organization will be involved. Highlight the theme and messaging. You can use information from the toolkit in the email. See the “Employee Email Template” available to all Champions.
- **Attend a Data Privacy Week event:** Promote your event on our community calendar or see what Data Privacy Week activities are taking place in your area.
- **Include information about the month in a community newsletter.** Highlight “Keep It Private” and some of the key messages. You can use information from the Data Privacy Week About page in the email.
- **Create a culture of privacy** at work by teaching all employees data privacy. Offer a training or quiz for employees and consider giving away prizes. Check out the infographic in your toolkit for more ideas.
- **Host a poster/video contest** for students in which participants create informative data privacy resources. Display the winning entries at school.
- Work with leadership to issue a **proclamation** to show your organization’s support of Data Privacy Week. Proclamations should highlight what your company does to respect privacy.
- Post the Data Privacy Week **logo** on your organization’s external or internal website.
- Issue a **company promotion** related to the week such as a product discount, competition, or giveaways for customers.
- Distribute the **sample press release** in your toolkit. You can publish it as a traditional media alert or publish it on your website’s blog to share with your online audiences.

Get Involved

AT WORK, AT SCHOOL AND IN THE COMMUNITY

- **Print Data Privacy Week posters** and display them in areas where community members spend time online.
- **Distribute data privacy materials and tip sheets.** We have plenty of non-proprietary resources available to download and print in our [resource library](#).
- Republish or customize and post the **Data Privacy Week articles** in your toolkit.
- At the end of the week, **send employees an email** highlighting your activities and successes, and recapping the best practices learned.
- **Join our annual Data Privacy Week event** co-hosted with LinkedIn and chime in to the live chat box to get your questions answered about data privacy.
- **Celebrate and network with other privacy pros.** Attend an IAPP [KnowledgeNet](#) gathering near you.
- **Sponsor Data Privacy Week** with the National Cybersecurity Alliance to show your company's support of this important mission.

AT HOME

- **Sign up for our newsletter** to receive regular online safety news and resources.
- Talk to your kids about protecting personal information and how to stay safe online. Get started with our **Privacy Tips for Parents**.
- **Hold a family "tech talk."** Learn and discuss how each family member can protect their devices and information.
- **Send an email to friends and family** informing them that January 24-28 is Data Privacy Week and encourage them to visit staysafeonline.org for tips and resources.
- Test your knowledge. Check your online safety knowledge by taking a privacy or security quiz. Get started with the **National Privacy Test** and **Google Phishing Quiz**.

GET INVOLVED

ONLINE AND ON SOCIAL MEDIA

One of the best ways to get involved is to join the conversation on social media! We highly encourage you to post on your online communication channels leading up to and during Data Privacy Week:

- **Post online safety tips** and contribute your voice and resources to social media conversations by using the hashtag **#DataPrivacyWeek** and social media graphics for Twitter, Facebook and LinkedIn.
- **Download and share our pre-drafted social media posts and graphics** leading up to and throughout the month on social media.
- Replace or incorporate your personal or company profile picture across social media platforms with the **Data Privacy Week logo** from January 24 - 28.
- **Blog about data privacy in January.** Choose a topic that appeals to you or highlight one of the Data Privacy Week calls to action. Share the link with us on twitter @StaySafeOnline! We have Data Privacy Week articles available for you to repost and share.
- **Follow** the National Cybersecurity Alliance on [Twitter](#), [Facebook](#), [YouTube](#), [LinkedIn](#), and [TikTok](#) to receive the latest online safety news and resources.
- Join @StaySafeOnline for a **Twitter Chat** on January 27 at 2pm ET, More details to come



Additional Resources

Cybersecurity and Infrastructure Security Agency: CISA leads the effort to enhance the security, resiliency, and reliability of the Nation's cybersecurity and communications infrastructure. <https://www.cisa.gov/>

Consumer Reports: Consumer Reports shares privacy tips, product ratings and news to help consumers protect their privacy.
<https://www.consumerreports.org/issue/data-privacy>

Federal Trade Commission: Privacy and security resources for consumers and businesses. <https://www.ftc.gov/tips-advice/business-center/privacy-and-security>

International Association of Privacy Professionals: A resource for professionals who want to develop and advance their careers by helping their organizations successfully manage these risks and protect their data.
<https://iapp.org/>

Mozilla "Privacy Not Included": With this guide, Mozilla helps you shop for safe, secure devices and presents information on the privacy and security of popular products: <https://foundation.mozilla.org/en/privacynotincluded/>

National Cybersecurity Alliance Resource Library: Learn how to protect yourself, your family and your business with free, downloadable tip sheets, videos and other resources from NCA. www.staysafeonline.org/resources

National Institute of Standards and Technology: To support organizations in better protecting individuals' privacy, and to help bring privacy risk into parity with other risks such as cybersecurity and safety that organizations manage in their risk portfolios, NIST engages with stakeholders to develop privacy guidance, tools, and international standards. <https://www.nist.gov/privacy-0>

About Us



**NATIONAL
CYBERSECURITY
ALLIANCE**

The National Cybersecurity Alliance is a non-profit organization on a mission to create a more secure, interconnected world.

We advocate for the safe use of all technology and educate everyone on how best to protect ourselves, our families, and our organizations from cybercrime. We create strong partnerships between governments and corporations to amplify our message and to foster a greater “digital” good.

Learn more about us at www.staysafeonline.org

Email us:

info@staysafeonline.org

Follow us:

Twitter: [@Staysafeonline](https://twitter.com/Staysafeonline)

Facebook: [/staysafeonline](https://www.facebook.com/staysafeonline)

LinkedIn: National Cybersecurity Alliance